

Curriculum Guide
Program Area: Film and TV

Standard 1.0 - ANALYZE THE MEDIA INDUSTRY, ITS BUSINESS PRACTICES, AND ITS ROLE IN THE ECONOMY					
Measurement Criteria		Content	Implementation	Vocabulary	Testing Item
1.1	Research the role of the media industry and its impact on society and the economy		Media coverage sensationalized 9/11 positively impacting society	Bill of Rights Sensationalized	X
		Roles of Media Impact on Society Impact on Economy	List and explain the different types of media. Explain propaganda. Explain how box office ratings work.	Film Television Radio Social Media Propaganda Box Office Ratings	
1.2	Investigate the history and evolution of media and emerging technology		Thomas Edison invented the first motion picture camera NTSC is the broadcast standard used for distribution in the US Stop motion is animation that involves moving objects so that they appear to move on their own		X
			The Horse In Motion was the first film Identify significant figures who shaped the Film industry. Charlie Chaplin Alfred Hitchcock George Lucas		

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Measurement Criteria		Content	Implementation	Vocabulary	Testing Item
1.3	Identify factors that contribute to the success of media businesses and freelance/contract providers		Social media contributes to the success of a media business by widening the distribution of content	Social Media	X
		Freelance Vs. Contract	Define what a freelance worker is. What is a contract provider?	Freelance Contract Provider	
1.4	Examine the impact of social media on the media industry		Social media negatively impacts the media industry because it reduces the accuracy and reliability of media Social media can be used to break the story first		X
		Social Media Names Marketing Vs. Entertainment	List popular social media you may use? Explain how social media can be used as a marketing tool and not just for simply entertainment.	Facebook Instagram Twitter Skype Vine YouTube Vimeo SnapChat Tumblr Pinterest LinkedIn	

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Measurement Criteria		Content	Implementation	Vocabulary	Testing Item
1.5	Identify key factors to be considered in launching a media business		A web presence, social media and equipment would all be critical considerations when starting a business		X
		Budgeting Techniques Business License Tax Codes	What items are required to start your production business?	Sole Proprietorship Partnership Corporation Limited Liability Company	
1.6	Examine how the relationship among marketing, sales, and production affects profitability		Viewership of commercials has been reduced because of DVR and the internet	Product placement	X
1.7	Describe how production processes and cycles affect media businesses		The best time to air commercials may be based on time of the year (fitness center after the holiday season)		X
				Sweeps	
1.8	Determine costing projections for various media objectives and/or functions		Expenses for advertising differ from small, local and national corporations. The larger the more expense		X
		Service Estimates	How does a company get billed for a commercial?	Invoice	
1.9	Describe how diversity (cultural, ethnic, multigenerational) and ethics affect the selection of projects and programs		Culture, ethnicity and religion should be considered when producing a school video		X

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Measurement Criteria		Content	Implementation	Vocabulary	Testing Item
				Culture Ethnicity Traditions Generational	
1.10	Describe how ethics, hype, and content influence media products		When a video goes viral it spreads quickly through the internet		X
			Describe the impact of ethics and its relationship to the videos used in a school production	You Tube Hype	
1.11	Identify industry safety standards		Light stands should be secured with a sandbags		X
		Lighting Safety Studio Safety	Gloves should be worn when changing bulbs No wires should be used without proper insulation. Cables should always be properly covered with Gaffers Tape.	Circuits Wattage Volts Amps Gaffer Gaffers Tape	
1.12	Describe multiple distribution platforms that are in compliance with the American Disability Act			Subtitles	X

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Measurement Criteria		Content	Implementation	Vocabulary	Testing Item
			<p>Define the American Disability Act</p> <p>Identify why all students must be included in video productions based on ADA</p>	<p>ADA</p> <p>Discrimination</p> <p>Prejudice</p> <p>Disability</p>	

2.0 INVESTIGATE INTELLECTUAL PROPERTY LAW AND RIGHTS MANAGEMENT

Measurement Criteria		Content	Implementation	Vocabulary	Testing Item
2.1	Identify current legal issues in media professions			Slander	X
		Pirating of Music, Movies, and Software.	Pirating results in the movie industry losing millions of dollars.	Torrent Pirate	
2.2	Explain plagiarism and its effects in business		Plagiarism can create a negative reputation for a business	Plagiarism	X
			Plagiarism can result in a loss of a career in the industry		
2.3	Define the establishment of a copyright		A copyright is established when the work is created	Copyright	X
			Identify the process of obtaining a copyright		
2.4	Discuss rights and implications of copyright law		The copyright legally protects ownership of original content		X

2.0 INVESTIGATE INTELLECTUAL PROPERTY LAW AND RIGHTS MANAGEMENT

Measurement Criteria		Content	Implementation	Vocabulary	Testing Item
			Infringing a copyright can result in legal action, a loss of revenue and the film or project being shut down		
2.5	Examine intellectual property law and its ramifications			Pirating	X
			Explain the difference between original content, parody, inspiration and copying	Intellectual property Parody Inspiration	
2.6	Explain the establishment of a trade name and trademark		A movie cannot be trademarked	Trademark	X
			Contrast copyright and trademark Identify trade names such as Nike, Coca Cola, iTunes	Trade name	
2.7	Explain fair use in relation to legal and regulatory considerations			Fair use	X
			Describe when and where copyrighted material can be used (owner permission, buy it) What are the proper avenues to use copyrighted materials (news stories, commentary, criticism, teaching)	Commentary	

3.0 DEMONSTRATE VERBAL AND NONVERBAL COMMUNICATION SKILLS REQUIRED BY THE MEDIA INDUSTRY

Measurement Criteria		Content	Implementation	Vocabulary	Testing Item
3.1	Use industry terminology appropriately in the work environment		A director is responsible for the look of the final project		x
		Industry terminology to be used in everyday lesson and language.			
3.2	Use effective communication techniques to obtain accurate information from sources, audiences, and clients		To determine the needs of new client a face to face conversation is best when producing a video.		X
		Working with Clients	When meeting with clients maintain eye contact, shake hands, listen too needs, etc)		
3.3	Practice verbal and nonverbal communication skills with people of diverse cultures, generations, and situations		When planning a documentary in a foreign country one must consider whether, laws and culture	Documentary	X
		Conducting an Interview	Determine questions should be included in an interview (who is the audience, purpose of film, budget) Filmmakers must be able to adapt to any situation	Interview Interviewer Subject	
3.4	Practice active listening skills appropriate to the medium/media		When interviewing if the response is unclear the interviewer should ask for clarification		X

3.0 DEMONSTRATE VERBAL AND NONVERBAL COMMUNICATION SKILLS REQUIRED BY THE MEDIA INDUSTRY

Measurement Criteria		Content	Implementation	Vocabulary	Testing Item
		Conducting an Interview	Identify non-verbal communication cues (body language, tone of voice, facial gestures)		

4.0 DEMONSTRATE WRITTEN COMMUNICATION SKILLS REQUIRED BY THE MEDIA INDUSTRY

Measurement Criteria		Content	Implementation	Vocabulary	Testing Item
4.1	Use professional etiquette for web-, email-, and social-media-based communications		<p>Posting items on Facebook may impact employers hiring decision</p> <p>Identify what factors impact future career opportunities (education, piercings, drug use, tattoos) *</p> <p>Surfing the web at work can lead to network viruses</p> <p>Facebook can be a low cost way to market product and services</p> <p>Identify proper ways to conclude a professional email (Sincerely, Thank you, etc.)</p>	Viruses	X

4.0 DEMONSTRATE WRITTEN COMMUNICATION SKILLS REQUIRED BY THE MEDIA INDUSTRY

Measurement Criteria		Content	Implementation	Vocabulary	Testing Item
4.2	Conduct formal and informal research to collect information		Randomly selecting students is one way to formally collect information		X
			<p>Surveys, interviews, and reputable internet can be used to conduct research</p> <p>Informal research includes interviews, anecdotal observations and surveys</p> <p>Formal research is controlled, systematic and objective</p>	<p>Reporter</p> <p>Journalism</p> <p>TV News</p> <p>Investigative reporting</p> <p>Anecdotal</p>	
4.3	Verify the accuracy of information		To verify accuracy of information one should consult with credible sources, obtain eyewitness reports with proof and examine physical evidence	Credible	X
			<p>When reporting a news story -3 sources are needed to that verify information is correct</p> <p>Distinguish between facts and opinions</p>	<p>fact checking</p> <p>Motive</p> <p>Authorship</p>	
4.4	Verify the authority of sources		A source is considered credible when the authority has been verified		X
			Motivation of the source can influence the content of a publication		

4.0 DEMONSTRATE WRITTEN COMMUNICATION SKILLS REQUIRED BY THE MEDIA INDUSTRY

Measurement Criteria		Content	Implementation	Vocabulary	Testing Item
4.5	Identify the purpose, content, and audience for communications		The purpose of a storyboard is to pre-visualize a project	Storyboard	X
			<p>Differentiate between informative, entertainment, and for profit film projects</p> <p>A storyboard helps plan content, time management, and the production schedule</p>		
4.6	Select the appropriate medium/media for distribution of communications		A call sheet is most useful to a director when setting up a photography shot	Call sheet	X
		How to communicate with cast and crew.	<p>Scheduling is an important tool in film productions</p> <p>A call sheet is the guideline for when and where the crew needs to be</p> <p>Determine the proper avenue of communication for various situations (email, postal mail, text etc.)</p>	Sides Scheduling	
4.7	Format communications for the purpose, audience, and medium/media		Dialogue, actions and location are all found a script	Dialogue Script	X

4.0 DEMONSTRATE WRITTEN COMMUNICATION SKILLS REQUIRED BY THE MEDIA INDUSTRY

Measurement Criteria		Content	Implementation	Vocabulary	Testing Item
			Determine correct script format for specific projects (2- column video script v. screenplay format)	Aspect Ratio	
4.8	Use editing skills when reviewing communications		To proof a script it can be peer edited, table read and read out loud	Proof	X
		Proofing scripts			
4.9	Use proofing skills and check the spelling when reviewing communications		The subject line should always be filled in on an email	Plagiarism	X
			Accuracy of structure, grammar and spelling is important.		

5.0 UTILIZE COMPUTER APPLICATIONS TO MANAGE MEDIA

Measurement Criteria		Content	Implementation	Vocabulary	Testing Item
5.1	Use appropriate electronic publishing software and output devices		Ultra HD TV is best for viewing a video output in 4k resolution	Ultra HD	X
		Using Non-Linear Editing Software	Apple Final Cut is a professional Nonlinear Editing Software Windows movie maker is a consumer grade editing software.	Apple Final Cut Adobe Premier Avid Pro Windows Movie Maker iMovie	

5.0 UTILIZE COMPUTER APPLICATIONS TO MANAGE MEDIA

Measurement Criteria		Content	Implementation	Vocabulary	Testing Item
5.2	Apply essential commands and knowledge of computer operating systems		External media should always be removed by ejecting the device	External media	X
		Using A Computer Navigating a Computer Mac Vs. Windows	Command Z is a keyboard shortcut for undo. Mac is short for Macintosh computer.	Keyboard Shortcuts Macintosh Apple Windows PC Command Key Control Key	
5.3	Apply computer file management techniques		Projects files should be organized by creating folders that are organized by project names		X
		Folder Creation	File names must not contain special characters. File names should be spaced with underscores, to avoid corruption.	Folder File Save Extension .JPG .JPEG .MOV .MP3 .MP4 .GIF .BMP, .WAV, .AVI	

5.0 UTILIZE COMPUTER APPLICATIONS TO MANAGE MEDIA

Measurement Criteria		Content	Implementation	Vocabulary	Testing Item
5.4	Use the Internet for file transfer		Videos are uploaded to a website	Upload	X
		Using a File Transfer Protocol Sharing videos to others.	FTP is short for File Transfer Protocol. You can share videos through drop box or google drive.	FTP Google Drive Dropbox	
5.5	Select the format for digital delivery			Resolution	X
		CODEC's File Formats	QuickTime is a H.264 player used by Apple.	H.264 CODEC MPEG-4 QuickTime DivX	
5.6	Use and care for equipment and related accessories		Describe the proper use of a school owned laptop	LCD – Liquid Crystal Display	X
		Proper care and maintenance of video equipment	DSLR sensors should never be touched.	Lens Pen Sensor Blower	
5.7	Describe the functionality of the internet, intranet, and extranet in the media environment		The last thing to do when using a school computer is to log off *		X
			Explain the difference between the internet and the intranet	Internet Intranet	
5.8	Explain methods of protecting a computer against computer threats		A video on the internet would reach the widest possible audience A secure password should be an alpha numeric made up word		X

5.0 UTILIZE COMPUTER APPLICATIONS TO MANAGE MEDIA

Measurement Criteria		Content	Implementation	Vocabulary	Testing Item
		Virus Protection Software	Installing a Virus Protection Software onto your computer can possibly protect your computer from hackers.	Hackers Norton McAfee	

6.0 APPLY KNOWLEDGE OF DATA CAPTURE AND MANIPULATION

Measurement Criteria		Content	Implementation	Vocabulary	Testing Item
6.1	Identify software that supports data capture for media devices (i.e., digital camera, video input device, graphics tablet, graphics expansion boards)		Final cut Pro is used to edit video		X
		Capturing Media	The Adobe Creative Suite is used to edit data captured in photos and film	Adobe Bridge My Computer Non-Linear Editing	
6.2	Select appropriate resolutions for data capture			Resolution	X
			1080p is the most common format for HD video Most TV graphics are played at 60 Frames per second Popular Frame Rates Capture Video in the correct format HD vs SD	HD Video 4K Video 1080p 1080i 720p 480p 320p 240p FPS 24 FPS, 30 FPS	

6.0 APPLY KNOWLEDGE OF DATA CAPTURE AND MANIPULATION

Measurement Criteria		Content	Implementation	Vocabulary	Testing Item
6.3	Capture and transfer still image, audio, and moving image content		<p>Transferring, importing and capturing are all processes for getting media on a computer</p> <p>After filming is complete the footage it should be transferred to the computer to begin the editing process</p> <p>Determine when to use a monopod</p>	<p>Importing</p> <p>Capturing</p> <p>Footage</p> <p>Monopod</p>	X
		.	<p>The SD card is the most commonly used storage device on the market</p> <p>Difference between capture and transfer</p>	<p>SD Card</p> <p>XD Card</p> <p>Firewire</p> <p>Compact Flash</p> <p>Capture</p> <p>Transfer</p>	
6.4	Archive and manage data for media applications		<p>Archiving projects protects file from other users, keeps files safe from accidents, keeps it for future use</p> <p>Archived completed projects should be uploaded to a website, copied to an external hard drive or burned to a DVD, not left on a camera</p>	Archiving	X

6.0 APPLY KNOWLEDGE OF DATA CAPTURE AND MANIPULATION

Measurement Criteria		Content	Implementation	Vocabulary	Testing Item
			Proper naming and organizational techniques will aid in the overall production process	External Hard Drive Flash Drive Jump Drive	

7.0 ENGAGE IN PRE-PRODUCTION/PLANNING PHASE OF PRODUCT CREATION IN GRAPHIC/WEB DESIGN

Measurement Criteria		Content	Implementation	Vocabulary	Testing Item
7.1	Determine the appropriate format to communicate information for the target audience		A script documents everything a viewer sees and hears on the screen	Documentary	X
		Film Genres PSA / Commercial / Narrative	Define types of Film Genres. Differentiate between PSA, Commercial, and Narrative style films.	Action Adventure Comedy Drama Fantasy Horror Romance Science Fiction	
7.2	Create a proposal intended for a media product(s)		Film proposal includes, location, target audience and basic idea and concept		X
				Treatment Pitch Outline	

7.0 ENGAGE IN PRE-PRODUCTION/PLANNING PHASE OF PRODUCT CREATION IN GRAPHIC/WEB DESIGN

Measurement Criteria		Content	Implementation	Vocabulary	Testing Item
7.3	Create a production outline, storyboard, and script		Resolution is the story's outcome Storyboarding is part of pre-production	Storyboard T-form script Climax	X
			Storyboard should reflect the movies sequence of events The production outline is the guide to the storyboard and script		
7.4	Design a recommended production schedule		The order of the production schedule is Pre-production, production, post – production and distribution Location scouting, casting and storyboarding are elements that constitute pre-production	Pre-production Production Post-Production Casting	X
			Production is the filming process Post-production includes editing and distribution		
7.5	Determine logistics for a project		A talent release is used for people who appear in a video	Talent Release	X
			Location, required permits, and releases should be considered before starting a project		

7.0 ENGAGE IN PRE-PRODUCTION/PLANNING PHASE OF PRODUCT CREATION IN GRAPHIC/WEB DESIGN

Measurement Criteria		Content	Implementation	Vocabulary	Testing Item
7.6	Understand and adhere to the expectations of the hierarchy of production crew		<p>An assistant director is responsible for running the set</p> <p>The director leads most of the production process</p> <p>The producer establishes budgets and guides for the general direction of the production</p>		X
			Describe job responsibilities of editor, cinematographer, news producer, anchor, technical director and reporter.	<p>Director</p> <p>Producer</p> <p>Art Director</p> <p>Editor</p> <p>Cinematographer</p> <p>News Director</p> <p>News Producer</p> <p>Floor Manager</p> <p>Technical Director</p> <p>Anchor</p> <p>Reporter</p>	
7.7	Structure a production budget that accurately reflects the program		Given a budget determine which is the best example		X
			Determine factors needed in budget (catering, equipment, location, fees, crew salaries)		

8.0 - IMPLEMENT PLANS FOR ACQUIRING OR CREATING A PRODUCT IN ACCORDANCE WITH THE PRODUCTION PHASE TASKS IN BROADCAST TELEVISION AND FILM

Measurement Criteria		Content	Implementation	Vocabulary	Testing Item
8.1	Utilize camera techniques for production		<p>The best frame rate for achieving a slow motion effect is 120 fps</p> <p>Playback controls allow a person to review that has been recorded on a camera's LCD or viewfinder</p> <p>Bars and tones are used to set color on monitors and cameras to calibrate video and audio files</p>	<p>Dolly</p> <p>Pan</p> <p>Bars</p> <p>Tones</p> <p>Playback Controls</p> <p>Calibrate</p>	X
			<p>Understand basic camera movements (static shots - stationary, camera movement - pan, tilt, arc, zoom, tracking)</p> <p>White balance ensures proper camera exposure</p> <p>Compose a shot using rule of thirds</p>	<p>Arc</p> <p>Zoom</p> <p>Tilt Iris</p> <p>Gain</p> <p>ND Filter</p> <p>White balance</p> <p>Manual setting</p> <p>Truck</p> <p>Canted angle</p> <p>2/3rd eye rule</p> <p>180 degree access</p> <p>Tracking</p> <p>Nose Room</p> <p>Head Room</p> <p>Lead Room</p> <p>Medium Shot</p> <p>Long Shot, Head Shot</p> <p>Extreme Shot, Close up</p>	

8.0 - IMPLEMENT PLANS FOR ACQUIRING OR CREATING A PRODUCT IN ACCORDANCE WITH THE PRODUCTION PHASE TASKS IN BROADCAST TELEVISION AND FILM

Measurement Criteria		Content	Implementation	Vocabulary	Testing Item
				Extreme close up Over the shoulder shot Composition Low Angle High Angle Wide shot	
8.2	Design lighting for media productions		<p>The primary light in the 3 point lighting setup is called key</p> <p>The fill is the name of the light that soften but does not eliminate shadows in a 3 point lighting setup</p> <p>White balance is the adjustment used to produce realistic colors</p>	<p>3 point light setup</p> <p>White balance</p> <p>Shadows</p>	X
			<p>Distinguish between hard and soft light</p> <p>Manipulate natural light using reflectors, flags and diffusers</p>	<p>Back Light</p> <p>reflectors</p> <p>flags</p> <p>Diffusers</p> <p>Key</p> <p>Fill</p>	
8.3	Select the appropriate audio recording method for the project		<p>A microphone should be places close to the source for clear and consistent sound</p> <p>A standalone microphone is best for voice over</p>	Standalone microphone	X

8.0 - IMPLEMENT PLANS FOR ACQUIRING OR CREATING A PRODUCT IN ACCORDANCE WITH THE PRODUCTION PHASE TASKS IN BROADCAST TELEVISION AND FILM

Measurement Criteria		Content	Implementation	Vocabulary	Testing Item
			Determine the appropriate microphone type for a project (handheld, shot gun, lavalier)	Handheld Shotgun Boom Lavalier	
8.4	Create the visual story through effective cinematography techniques		<p>A low camera angle makes a subject appear more dominant</p> <p>Given a picture identify the following: Lower third, Dutch Angle, Point of view, Extreme close up, Close up, Birdseye view, Medium, Over the Shoulder</p> <p>A wide shot is used as an establishing shot</p> <p>The rule of thirds uses a tic-tac-toe grid to help compose a shot</p> <p>The 180 degree rule maintains the left and right relationship of a subject so that they do not appear flipped by the viewer</p> <p>A Dutch angle has horizontal line tilted slightly to left or right</p>	<p>Tracing</p> <p>Lower third</p> <p>Dutch Angle</p> <p>Point of view</p> <p>Extreme close up</p> <p>Close up</p> <p>Birdseye view</p> <p>Medium</p> <p>Over the Shoulder</p> <p>Rule of thirds</p>	X

8.0 - IMPLEMENT PLANS FOR ACQUIRING OR CREATING A PRODUCT IN ACCORDANCE WITH THE PRODUCTION PHASE TASKS IN BROADCAST TELEVISION AND FILM

Measurement Criteria		Content	Implementation	Vocabulary	Testing Item
8.5	Apply directing and producing techniques		<p>A Cutaway shot is an interruption in the continuously filmed footage by inserting a view of something else</p> <p>A pickup shot is used to fill in gaps in editing</p> <p>A director is responsible to call “action” and “cut” on the set</p>	<p>Cutaway</p> <p>Pickup shot</p>	X
			A producer is responsible for budgeting	<p>Director</p> <p>Producer</p> <p>Coverage</p> <p>Footage</p>	
8.6	Differentiate and adhere to OSHA standards		<p>OSHA regulates health and safety in the workplace</p> <p>Tape down cords and cables to prevent tripping hazards</p> <p>Common sense and concern for others are keys to safety</p>	OSHA	X
8.7	Adhere to personal safety in the studio and on location				X

8.0 - IMPLEMENT PLANS FOR ACQUIRING OR CREATING A PRODUCT IN ACCORDANCE WITH THE PRODUCTION PHASE TASKS IN BROADCAST TELEVISION AND FILM

Measurement Criteria		Content	Implementation	Vocabulary	Testing Item
			<p>In the studio students should be aware of surrounding (stage, equipment, crew)</p> <p>Safety concerns include moving or using heavy equipment, using step stools or ladders, using camera mounts</p> <p>On location students should be aware of weather, sets, equipment placement, and general surroundings</p>		
8.8	Safely operate and perform care and maintenance of equipment		<p>Broken and faulty cords should be reported</p> <p>A tripod should be set level and legs firmly secure before mounting the camera</p> <p>Given a picture identify: XLR Cable RCA Cable BNC Cable</p> <p>Cables should be coiled in a circle for storage</p> <p>The standard phrase for handing off equipment to another person</p>	<p>Tripod</p> <p>XLR Cable</p> <p>RCA Cable</p> <p>BNC Cable</p>	X

8.0 - IMPLEMENT PLANS FOR ACQUIRING OR CREATING A PRODUCT IN ACCORDANCE WITH THE PRODUCTION PHASE TASKS IN BROADCAST TELEVISION AND FILM

Measurement Criteria		Content	Implementation	Vocabulary	Testing Item
			is got it A soft cloth should be used to clean smudge of a camera lens		
			All equipment should be stored properly	Troubleshooting	

9.0 - PERFORM TASKS IN POST-PRODUCTION PHASE OF PRODUCT REFINEMENT IN BROADCAST TELEVISION AND FILM

Measurement Criteria		Content	Implementation	Vocabulary	Testing Item
9.1	Employ an efficient workflow for data management		The first step in the post-production workflow is important		X
			Explain post production workflow (capture, transfer, exporting procedures, and sequencing) Use file folders efficiently and logically to organize information Utilize stages of the editing process to evolve from a rough cut to a final finished project	Capture Transfer Exporting Sequencing	
9.2	Evaluate footage to determine if pre-production storyline goals have been effectively filmed		A script is referenced when creating rough cut		X

9.0 - PERFORM TASKS IN POST-PRODUCTION PHASE OF PRODUCT REFINEMENT IN BROADCAST TELEVISION AND FILM

Measurement Criteria		Content	Implementation	Vocabulary	Testing Item
			Follow pre-production documents to the final product	Screenplay Pre-Production Final Product Outline	
9.3	Audio recording and mixing to effectively compliment the content/storyline		<p>Background noise at a present location is called ambient</p> <p>Dialogue is sound captured with video during an interview</p> <p>Sweetening is used to improve audio in post-production</p> <p>Leveling audio is the final step in preparing the audio in a project</p> <p>Peaking or over modulation causes distortion in audio</p> <p>Clipping occurs when audio is too loud</p>	<p>Ambient</p> <p>Sweetening</p> <p>Leveling</p> <p>Peaking</p> <p>Clipping</p>	X
				<p>Synchronization</p> <p>Treatment</p> <p>Score</p> <p>Ambient/NAT Sound</p> <p>Dialogue</p> <p>Sound FX (SFX)</p> <p>VU Meter</p> <p>Recording Levels</p>	

9.0 - PERFORM TASKS IN POST-PRODUCTION PHASE OF PRODUCT REFINEMENT IN BROADCAST TELEVISION AND FILM

Measurement Criteria		Content	Implementation	Vocabulary	Testing Item
9.4	Perform editing and archival techniques		<p>The lower third graphic or title is used to identify the subject or setting</p> <p>Text styles, solid color mattes and bars and tones are found in the Video Generator folder of the video editing software</p> <p>The best technique to remove a boom microphone in the corner of a frame is to scale the clip</p> <p>The L-cut is an editing technique where the audio track remains uncut and the corresponding video switches b-roll</p> <p>A jump cut is the gap in the sequence that is jarring to the viewer</p>	<p>Boom Microphone</p> <p>L- cuts</p> <p>b-roll</p> <p>Jump cut</p>	X
				<p>J Cuts</p> <p>L cuts</p> <p>Transitions</p>	
9.5	Determine the correct format for output		<p>Green and blue are the most common colors used for Chroma-keying</p> <p>The benefit of video compression is smaller files</p>	<p>Chroma-keying</p> <p>Compression</p>	X

9.0 - PERFORM TASKS IN POST-PRODUCTION PHASE OF PRODUCT REFINEMENT IN BROADCAST TELEVISION AND FILM

Measurement Criteria		Content	Implementation	Vocabulary	Testing Item
			SD is low quality and not the preferred method of output HD is high definition and the standard norm for output	SD HD Codec H.264 .mov .wmv .mp4 .flv .wav .mp3 .aiff CD DVD Blu-ray	
9.6	Evaluate the project and make revisions based on feedback			Rough cut	X
			Constructive criticism leads to improvement in a film	Focus Group Constructive criticism	

10.0 – DELIVER/DISTRIBUTE PRODUCTS USING VARIOUS MEDIA IN ACCORDANCE WITH CONSUMER EXPECTATIONS IN BROADCAST TELEVISION AND FILM

Measurement Criteria		Content	Implementation	Vocabulary	Testing Item
10.1	Export product(s) for distribution			Export	X

10.0 – DELIVER/DISTRIBUTE PRODUCTS USING VARIOUS MEDIA IN ACCORDANCE WITH CONSUMER EXPECTATIONS IN BROADCAST TELEVISION AND FILM

Measurement Criteria		Content	Implementation	Vocabulary	Testing Item
			Determine the proper method of distribution (FTP site, YouTube, DVD, live broadcasting)	FTP YouTube DVD	

11.0 – MONITOR QUALITY ASSURANCE OF PRODUCT CREATION CONCURRENT WITH ALL PHASES OF PRODUCTION IN BROADCAST TELEVISION AND FILM

Measurement Criteria		Content	Implementation	Vocabulary	Testing Item
11.1	Evaluate effectiveness of products for multiple audiences		Paid downloads, a high number of views and ticket sales are examples of a successful product	Downloads	X
			Utilize client and focus feedback to determine effectiveness of a project	Demographics ratings	

12.0 - PRESENT PRODUCTS TO SELECTED AUDIENCES USING MEDIA IN BROADCAST TELEVISION AND FILM

Measurement Criteria		Content	Implementation	Vocabulary	Testing Item
12.1	Present multimedia portfolios that demonstrate Film and Television industry standards			Demo Reel	X

12.0 - PRESENT PRODUCTS TO SELECTED AUDIENCES USING MEDIA IN BROADCAST TELEVISION AND FILM

Measurement Criteria		Content	Implementation	Vocabulary	Testing Item
			A portfolio should include sample projects, specialized skill sets, a resume, cover letter and letters of recommendation		
12.2	Plan and participate in competitions			Independent film	X
			Identify organizations that allow for student competition SKILLS USA, Student Television Network)		

Vocabulary

.Aiff - audio interchange file format. A format developed by Apple Computer Inc. for storing high-quality digital audio and musical instrument information. (used when exporting)

.AVI - An audio - video standard file format designed by Microsoft. (used when exporting)

.BMP Basic Multilingual Plane file format, graphics Microsoft Windows bitmap format. Bmp files may use run-length encoding. This is the only graphics format where compression actually enlarges the file.

.Flv - type of file format used in exporting data from a computer.

.GIF - graphic interchange format a set of standards and file format for storage of digital color images and short animations.

.JPEG - a commonly used method of lossy compression for digital images, particularly for those images produced by digital photography. The degree of compression can be adjusted, allowing a selectable tradeoff between storage size and image quality. JPEG typically achieves 10:1 compression with little perceptible loss in image quality

.JPG – see .JPEG

.MOV - common multimedia container file format developed by Apple and compatible with both Macintosh and Windows platforms; may contain multiple tracks that store different types of media data; often used for saving movies and other video files; commonly uses the MPEG-4 codec for compression.

.Mp3 - stands for "MPEG-1 Audio Layer-3." A popular compressed audio file format that helped popularize digital music downloads beginning in the late 1990s. MP3 files are typically about one tenth the size of uncompressed WAVE or AIFF files, but maintain nearly the same CD-quality sound.

.MP4 - a digital multimedia format most commonly used to store video and audio, but can also be used to store other data such as subtitles and still images. Like most modern container formats, it allows streaming over the Internet. The only official filename extension for MPEG-4 Part 14 files is .mp4, but many have other extensions, most commonly .m4a and .m4p. M4A (audio only) is often compressed using AAC encoding (lossy), but can also be in Apple Lossless format. M4P is a protected format which employs DRM technology to restrict copying.

.WAV – a Microsoft and IBM audio file format standard for storing an audio bit stream on PCs.

.wmv - a file type which can contain video in one of several video compression formats developed by Microsoft. The original video compression format used in the file, also known as WMV, was originally designed for Internet streaming applications, as a competitor to RealVideo. The other compression formats, such as WMV Screen and WMV Image, cater for specialized content. After standardization by the Society of Motion Picture and Television Engineers (SMPTE), WMV 9 adopted for physical-delivery formats such as HD DVD and Blu-ray Disc.

1080i - a high-definition video format that has 1080 lines of vertical resolution and uses interlacing. This means that each frame consists of two fields each showing only half the pixels. One field shows the odd lines, the other field shows the even lines. 1080i video usually has 1920 lines of horizontal resolution, making a total image size of 1920x1080 pixels and an aspect ratio of 16x9.

1080p - a high-definition video format that has 1080 lines of vertical resolution and uses progressive scanning. The p stands for progressive, which means that each frame is a single full-resolution image, unlike 1080i in which each frame consists of two interlaced fields. 1080p video usually has 1920 lines of horizontal resolution, making a total image size of 1920x1080 pixels (2,073,600 total). The aspect ratio is 16x9.

180 Degree Access - a basic guideline regarding the on-screen spatial relationship between a character and another character or object within a scene. An imaginary line called the axis connects the characters, and by keeping the camera on one side of this axis for every shot in the scene, the first character is always frame right of the second character, who is then always frame left of the first. The camera passing over the axis is called jumping the line or crossing the line; breaking the 180-degree rule by shooting on all sides is known as shooting in the round.

2/3rd Eye Rule - a "rule of thumb" or guideline which applies to the process of composing visual images such as designs, films, paintings, and photographs. The guideline proposes that an image should be imagined as divided into nine equal parts by two equally spaced horizontal lines and two equally spaced vertical lines, and that important compositional elements should be placed along these lines or their intersections. Proponents of the technique claim that aligning a subject with these points creates more tension, energy and interest in the composition than simply centering the subject.

24 FPS - a progressive format and is now widely adopted by those planning on transferring a video signal to film. Film and video makers use 24p even if they are not going to transfer their productions to film, simply because of the on-screen "look" of the (low) frame rate, which matches native film.

240p - a resolution of approximately 320x240, displayed in progressive scan. The number represents the format's vertical resolution, followed by a letter indicating progressive scan or interlaced.

3 Point Light Setup - a standard method used in visual media such as video, film, still photography and computer-generated imagery. It is a simple but versatile system which forms the basis of most lighting. The technique uses three lights called the key light, fill light and back light.

30 FPS - a progressive format and produces video at 30 frames per second. Progressive (non-interlaced) scanning mimics a film camera's frame-by-frame image capture. The effects of inter-frame judder are less noticeable than 24p yet retains a cinematic-like appearance.

320p - screens have 480x320 pixels (3:2 aspect ratio).

480p - the shorthand name for a family of video display resolutions. The p stands for progressive scan, i.e. non-interlaced. The 480 denotes a vertical resolution of 480 pixel high vertically scanning lines, usually with a horizontal resolution of 640 pixels and 4:3 aspect ratio ($480 \times 4/3 = 640$) or a horizontal resolution of less than 854 (848 should be used for mod16 compatibility) pixels for an approximate 16:9 aspect ratio ($480 \times 16/9 = 853.33$). 480p was used for many early Plasma televisions. Standard definition has always been a 4:3 aspect ratio with a pixel resolution of 640×480 pixels. Mini-DV, DVCAM, DV footage is recorded at 29.97 frames per second in this standard definition as seen on DV tapes. 480p does not qualify as high-definition television (HDTV); it is considered enhanced-definition television (EDTV).

4K Video - a new resolution standard designed for digital cinema and computer graphics having horizontal resolution on the order of 4,000 pixels horizontal resolution (approximately). It has the following advantages: higher image definition quality, more detailed picture, better fast-action and larger projection surface visibility. This standard is widely respected by the film industry along with all other DCI standards.

720p - a high-definition video format that has 720 lines of vertical resolution (i.e. 720 pixels from top to bottom) and uses progressive scanning. The p stands for progressive, which means that each frame is a single full-resolution image, unlike some formats that use interlacing. 720p has a horizontal resolution of 1280, so the entire image is 1280x720 pixels.

A

Action - a film genre in which one or more heroes are thrust into a series of challenges that typically include physical feats, extended fight scenes, violence, and frantic chases.

ADA – American with Disabilities Act. Prohibits discrimination against people with disabilities in employment, transportation, public accommodation, communications, and governmental activities. The ADA also establishes requirements for telecommunications relay services.

Adobe Bridge - a digital asset management app developed by Adobe Systems

Adobe Premiere Pro - a digital asset management app developed by Adobe Systems

Adventure - a genre of film based on story-telling. Unlike action films, they often use their action scenes preferably to display and explore exotic locations in an energetic way.

Ambient/NAT Sound - the background sounds which are present in a scene or location. Common ambient sounds include wind, water, birds, crowds, office noises, traffic, etc.

Amps - The amount of electrical current transferred from one component to another. a unit of current. Most household circuits are rated at 15 amps. Amps = watts / voltage

Anchor - a person who presents news during a news program on television, on the radio or on the Internet. They may also be a working journalist, assisting in the collection of news material and may, in addition, provide commentary during the program.

Anecdotal – pertaining to the relationship of figures or to the arrangement of elements in a scene so as to emphasize the story content of a subject

Apple - an American multinational technology company that designs, develops, and sells consumer electronics, computer software, online services, and personal computers

Apple Final Cut - the name given to a series of non-linear video editing software programs - first developed by Macromedia Inc. and later Apple Inc.

Arc - a movement of the camera that covers a semi-circle around a subject, somewhat like a tracking shot.

Archiving – the process of moving data that is no longer actively used to a separate data storage device for long-term retention.

Art Director - oversees the graphics area and has specific knowledge of what works for TV and what doesn't. Art directors work with news to give more visual impact to the news product by using graphics or other special effects such as animation and deal with outside vendors on such projects as set design, signage and station image branding materials including print ads and collateral. Art directors also supervise electronic graphic artists working for the station.

Aspect Ratio - The ratio of width to height of an image. Can be expressed as a number, or a relationship between two numbers. For example, the standard television screen ratio is 4:3 (4 units wide by 3 units high) or 1.33 (the width is 1.33 times the height). The new "wide screen" television ratio is 16:9 (1.78), and many new video cameras have the option to record using this format. Theatrical film aspect ratios vary, but the most common is 18.5:10 (1.85).

Authorship - the identity of the person who has written something. the source (as the author) of a piece of writing, music, or art

Avid Pro - a non-linear video editing software aimed at professionals in the TV and movie industry developed by Avid Technology

B

Back Light - A light which is positioned behind the subject. Its primary purpose is to make the subject stand out from the background by highlighting the subject's outline

Bars - designed to calibrate analog NTSC equipment, they remain widely used within modern digital television facilities. Using color bars allows video, RGB, LCD, and Plasma displays, as well as duplication, television and webcast facilities, to maintain the intended Chroma and luminance levels.

Bill of Rights – The document that guarantees freedom of press

Birdseye View - A shot in which the camera photographs a scene from directly overhead

Blu-ray - A high-definition DVD format supported by a group of manufacturers led by Sony

BNC Cable - a connector used for carrying composite video signals of moderate bandwidth over a coaxial cable. It is widely used in television and other professional situations, being a more robust option than the consumer-level phono (RCA) connector

Boom - A long mobile beam or pole used to hold a microphone or camera

Boom Microphone - AKA: Boom Mic, Boom, Fishpole, Giraffe

A long pole with a microphone on the end. The boom is extended out near the actors. Ideally, the microphone at the end should be placed in the camera's safe area.

Box Office (Ratings) - A measure of the total amount of money paid or tickets purchased by cinema-goers to view a movie. It is often used to judge the success or failure of a new movie

B-Roll - in interviews and documentary films it describes secondary footage that adds meaning to a sequence or disguises the elimination of unwanted content.

C

Calibrate – to adjust or optimize the settings of a video camera pertaining to color, sharpness, contrast, and brightness of a potential picture.

Call Sheet – a list of scenes to be shot on a particular day and the cast, crew members and equipment required.

Canted angle – camera angle achieved by turning the camera slightly to one side causing the subject matter to run up or down hill. Result is also referred to as *Dutch Angle*.

Capture/Capturing – digitizing segments of analog video for editing on a non-linear editing system. Sometimes relates to acquiring or displaying the beginning and editing frames of scenes for on-screen reference.

CD – (compact disc) An audio recording and playback medium that uses digitally encoded information on a laserdisc. The sound is decoded by optical laser for high-quality audio playback.

Chroma-keying – An electronic matting effect that keys out or removes a portion of video of a specific color. Another video source is then substituted for the removed area. Generally, a deep, saturated blue is used as a keying color.

Cinematographer – a person whose profession is motion-picture photography.

Circuits – the interconnection of a number of devices to perform an electronic function.

Climax – The part of the story where the rise action reaches the critical point.

Clipping – cutting of the peaks of a signal. In video this generally affects the white level.

Close-up – a tight photograph or shot, generally of the face and shoulders; a close shot.

CODEC – coder-decoder. An electronic circuit for compressing and decompressing video, generally for transmission by telephone lines.

Comedy – a play, movie, etc., of light and humorous character with a happy or cheerful ending.

Command key – the modifier key on each side of the space bar on a computer keyboard. Purpose is to allow the user to enter keyboard commands in applications and in the system. Also called “*Apple key*” on Mac’s.

Commentary – a spoken accompaniment to a broadcast, film, etc., especially of a sporting event.

Compact Flash – memory cards used in professional cameras.

Composition – the controlled ordering of elements in a scene designed to provide the strongest artistic arrangement and the most effective communication of a central idea. See also *dynamic composition* and *static composition*.

Compression – the reduction of the amplitude of a video or audio signal to keep it within specific limits.

Constructive Criticism – criticism or advice that is useful and intended to help or improve something, often with an offer of possible solutions.

Contract provider – company that provides extended warranties to consumers for a specific period of time and for additional cost beyond the price of the product.

Control Key – a key on the keyboard of a computer that is used in conjunction with the standard keys in order to initiate a specific function, such as editing.

Copyright- The legal right granted to an author, composer, playwright, publisher, or distributor to exclusive publication, production, sale, or distribution of a literary, musical, dramatic, or artistic work.

Corporation-An entity such as a business, municipality, or organization, that involves more than one person but that has met the legal requirements to operate as a single person, so that it may enter into contracts and engage in transactions under its own identity.

Corporate media - is a term which refers to a system of mass media production, distribution, ownership, and funding which is dominated by corporations and their CEOs.

Coverage-In single-camera, film-style production the videotaping dialogue and action in a dramatic scene from the perspectives of the essential camera positions. It also refers both to topics and how the topics are highlighted. It refers to an indeterminate number of more detailed shots which are intended to be intercut with a master shot or scene. It is what is presented by reporters for newspapers or radio or television. It includes a list of factors (Elements of newsworthiness) to consider when deciding if a story is newsworthy.

- timeliness
- proximity
- exceptional quality
- possible future impact
- prominence
- conflict
- the number of people involved or affected
- consequence
- human interest
- pathos
- shock value
- titillation component
-

Credible- A source appearing to merit belief or acceptance as a witness, for a plausible story, testimony or information.

Culture- Expectations of professionals and non-professionals who would engage in journalistic endeavors. Concepts of honesty, objectivity, persistence and competition.

Cutaway- A *cutaway* is a shot that's usually of something other than the current action. It could be a different subject (eg. this cat when the main subject is its owner), a close up of a different part of the subject (eg. the subject's hands), or just about anything else.

The cutaway is used as a "buffer" between shots (to help the editing process), or to add interest/information.

D

Demographics-Population based on factors such as age, race, sex, economic status, level of education, income level and employment, among others. Demographics are used by governments, corporations and non-government organizations to learn more about a population's characteristics for many purposes, including policy development and economic market research.

Dialogue - The written or spoken conversational exchange between two or more people, and a literary and theatrical form that depicts such an exchange.

Diffusers- Gauzy or translucent material that alters the quality of light passing through it to produce less intense, flatter lighting with weaker, less noticeable shadows.

Director- The person responsible for the actual on-line execution of a program. Serves as producers for entire programs or for the production of portions of larger programs. The person who visualizes the movie based on the script, creates shots, suggests how the actors should portray their characters, and helps to edit the final cut. Basically, the person in charge of putting converting a script into a movie or program.

Disability-The condition of being unable to perform as a consequence of physical or mental unfitness; "reading disability"; "hearing impairment"

Discrimination- Unfair treatment of a person or group on the basis of prejudice.

Documentary – A film that uses pictures or interviews with people in real events to provide factual record or report

Dolly – Physically moving the camera closer or farther away from the set

Downloads- This is the process in which data is sent to your computer. Whenever you receive information from the Internet, you are downloading it to your computer. For example, you might have to download an upgrade for your computer's operating system in order to play a new game (especially if you're using Windows). Or you might download a demo version of a program you are thinking about buying from the software company's Web site. The opposite of this process, sending information to another computer, is called uploading.

Drama- A film genre that depends mostly on in-depth development of realistic characters dealing with emotional themes.

Dropbox- A cloud storage provider (sometimes referred to as an online backup service) that is frequently used as a file-sharing service.

Dutch Angle- A camera shot in which the camera angle is deliberately slanted to one side. This can be used for dramatic effect and helps portray unease, disorientation, frantic or desperate action, intoxication, madness, etc. A dutch tilt can be a static shot, or used with simultaneous panning, tilting and/or zooming.

DVD- *Digital Video Disc* or *Digital Versatile Disc*. An optical disc format which provides sufficient storage space and access speeds to playback entire movies.

E

Editor- The person who edits video taken by the Electronic News Gathering crew. ENG editors work with producers, reporters and writers to build news packages from the raw footage sent in from the field or gathered on feeds from networks or other sources.

Ethnicity- An ethnic group; a social group that shares a common and distinctive culture, religion, language, or the like.

Export/ Exporting - the process of preparing a project for distributions

Extension- Video Files category includes a wide range of video formats, which use different codecs to encode and compress video data. This category also includes video project files and video information files, which may not contain video data. Common video file extensions include MPG, MOV, and WMV.

External Hard Drive- An external hard drive is a portable storage device that can be attached to a computer through a USB or FireWire connection, or wirelessly. External hard drives typically have high storage capacities and are often used to back up computers or serve as a network drive.

External Media- Refers to different types of data storage options. Computer media can be hard drives, removable drives (such as Zip disks), CD-ROM or CD-R discs, DVDs, flash memory, USB drives, and floppy disks.

Extreme close up- A camera shot that gets right in and shows extreme detail. You would normally need a specific reason to get this close. It is too close to show general reactions or emotion except in very dramatic scenes.

Extreme Shot - *Video Shooting Terms*

1. mcu - medium close up (to take in 3/4 of a person)
2. els - extreme long shot (also know as the Master or Establishing Shot)
3. ls - long shot (to get the most of a person or place in a scene)
4. ms - medium shot
5. cu - close up shot (takes in head and shoulders)
6. ecu - extreme close-up
7. bust shot - similar to ms, frames the upper part of a person, chest up.
8. knee shot - shows the person from the knees up.
9. two-shot - shows two people or objects in the frame.
10. three-shot - shows three people or objects in the frame.
11. over-the-shoulder shot (O/S) - this shows the camera looking at someone over the shoulder of another person nearer the camera.
12. cross-shot (X/S) - this is a shot sequence in which the camera looks alternately at one or the other person, with the camera-near person completely out of the shot.

F

Facebook- An online social networking website that allows you to share videos, photos, documents and much more with your audience.

Fact Checking- Investigating information to make sure it is accurate and correct compared to what is being shared.

Fair use- is any copying of copyrighted material done for a limited time, such as to comment upon, criticize, or parody a copyrighted work.

Fantasy -involving magic, mythology, or folklore and often have magic, wonder, and myth.

File- source for saving information on your computer where other items can be stored as well.

Film - a motion picture.

Final Product- Ready for sale without any other working.



Fire wire- a technology that allows a data exchange between a computer and a peripheral or between two computers.

Flags- Used to block light.

Flash Drive- a small electronic device containing memory that is used for storing data.

Floor Manager- Makes sure that all props and set are correct prior to filming anything.

Focus Group- a diverse group of people that participate in a guided discussion about a particular television series.

Folder-A storage space that many files can be placed into to group them together and organized on the computer.

Footage- the length of a film made for movies or tv.

FPS-Frames per second

Freelance-self employed

FTP-File Transfer Protocol is used to transfer computer files from one host to another host over the Internet.

G

Gaffer- head electrician for a film or tv production.

Gaffers Tape- is a heavy cotton cloth pressure-sensitive tape with adhesive used in theatre, photography, film and television production work.

Gain- to increase the amount or strength

Generational- people born at different times.

Google Drive- file storage in the cloud created by google.

H

H.264- Also known as MPEG-4AVC was developed for use in high definition systems such as HDTV, Blu-ray and HD DVD as well as low resolution portable devices like Son's PSP and Apple's iPod. H.264 offers better quality at lower file sizes.

Hackers- A person who secretly gets access to a computer system in order to get information, cause damage, etc.

Handheld- Designed to be held in the hand while being operated.

HD- Provides a resolution that is substantially higher than that of a standard-definition television.

HD Video- High-definition video is video of higher quality and resolution than standard-definition.

Head Room- Amount by which digital full scale exceeds the PML in decibel.

Headshot- A specific type of portrait that realistically demonstrates a persons appearance for branding or casting.

High Angle- A cinematic technique where the camera looks down on the subject from a high angle and the point of the focus often gets “swallowed up”.

Horror- An intense feeling of fear, shock, or disgust.

Hype- Extravagant or intensive publicity or promotion.

I

iMovie- A video editing software application sold by Apple INC. for the mac and iOS (iPhone, iPad, Mini, and iPod Touch).

Importing- To bring something (such as data) into a file system, etc. from another source.

Industry- A group of businesses that provide a particular product or service.

Inspiration- A person, place, experience, etc., that makes someone want to do or create something.

Instagram- An online photo sharing social Web service that lets you share your life with friends through a series of pictures captured with a mobile device.

Intellectual Property- Refers to creations of the mind.

Internet - The global communication network that allows almost all computers worldwide to connect and exchange information.

Intranet- A local or restricted communications network, especially a private network created using World Wide Web software.

Investigative Reporting- A form of journalism in which reporters deeply investigate a single topic of interest such as serious crimes, political corruption, or corporate wrongdoing.

Invoice- A list of goods sent or services provided, with a statement of the sum due for these.

J

J Cuts- The sound of the next scene precedes the picture

Journalism- The activity or profession of writing for newspapers or magazines, or of broadcasting news on radio, or television.

Jump Cut- An instantaneous transition between two scenes that have identical subjects in slightly different screen locations, which makes the subject appear to jump within the screen.

Jump Drive- A very small, portable, solid-state hard drive that can be inserted into a USB port for storage and retrieval of data.

K

Key – Known as the Key light. This is the main light source in 3- point/triangle lighting. It is usually the strongest and has the most influence on the look of the scene. It is placed to one side of the camera/subject so that this side is well lit and the other side has some shadow.

Keyboard Shortcuts – A combination of keys that, when pressed simultaneously, perform some task that ordinarily requires use of a mouse or other input device and may take longer to do.

L

L- Cuts – also known as a split edit. The L cut video editing technique is a transition that is used between two clips, this is where the audio of a previous clip extends into the video of a second, or the audio of the second occurs on the first clip before the second clip comes into the video. The L cut video editing technique is often used between scenes to make it feel seamless.

Lavalier – A small microphone that can be easily hidden on a piece of clothing so as not to be seen by the camera.

LCD – Liquid Crystal Display - LCDs are super-thin displays that are used in laptop computer screens and flat panel monitors. Smaller LCDs are used in handheld TVs, PDAs, and portable video game devices. The image on an LCD screen is created by sandwiching an electrically reactive substance between two electrodes. This color of this substance can be changed by increasing or reducing the electrical current.

Lead Room – The space left in front of a person or an object moving toward the edge of the screen, also known as nose and or looking room in tighter shots.

Lens Pen – A Lens Pen is a cleaning tool that uses a "special non-liquid cleaning element (usually carbon), designed to never dry out" to lift dirt from optics including camera lenses, binoculars, telescopes

Leveling- also known as Audio Normalization, this is the application of a constant amount of gain to an audio recording to bring the average or peak amplitude to a target level (the norm). Leveling or Normalization is one of the functions commonly provided by a digital audio workstation.

Limited Liability Company - A type of business organization that offers the limited liability of a corporation and the tax benefits of a partnership. The owners of an LLC are referred to as "members", whose rights and responsibilities in managing the LLC are governed by an operating agreement. An LLC is legally formed by the filing of a document called the articles of organization with a state official, usually the Secretary of State.

LinkedIn - LinkedIn is a social networking site designed specifically for the business community. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally.

Long Shot – A camera view of the subject from a relatively great (long) distance, usually showing the subject in its entirety.

Low Angle - Low angles are captured from a camera placed below the actor's eyes, looking up at them. Low angles make characters look domineering, aggressive, or larger than life.

Lower third - is an area of the screen that is commonly used to display contextual information, such as a person's name, a location or some other pertinent information.

M

Macintosh - A popular model of computer made by Apple Computer. Introduced in 1984, the Macintosh features a graphical user interface (GUI) that utilizes windows, icons, and a mouse to make it relatively easy for novices to use the computer productively.

Manual Setting - Manual mode allows the user to set the camera: iris, shutter, focus, white balance, zoom and audio levels separately.

Mcafee: a software company that specializes in computer and Internet security. Provides software protection from Trojans, viruses, spyware, rootkits and other malware.

Medium (Within the context of the way this term is being used it is redundant, it is being used as the same as medium shot) I suggest you add Media to the list as it refers to: *A blanket term used when referring to audio, video or images such as photos, as well as the ways they are used to reach the viewer (i.e. streaming media).* Another definition of Medium in terms of digital production is: Physical material such as a DVD, memory cards, hard disk, etc. used for archiving or storage of digitized data text, graphics, audio, and video files.

Medium Shot – Objects/subjects are seen from a medium distance. Covers framing between an long shot and a close up, also known as a waist up when dealing with people.

Monopod- A single pole used to help support still and video cameras.

Motive - something (as a need or desire) that causes a person to act

MPEG-4 - MPEG-4 is the worldwide compression standard for interactive multimedia creation, delivery, and playback for the Internet. It allows video animation and other complex media to be delivered over narrower bandwidths. The MPEG committee designed MPEG-4 to be a single standard covering the entire digital media workflow from capture, authoring, and editing to encoding, distribution, playback, and archiving.

My Computer - My Computer allows you to explore the contents of your computer drives, as well as manage the files on those drives.

N

ND Filter - a neutral density filter or ND filter is a filter that reduces or modifies the intensity of all wavelengths or colors of light equally, giving no changes in hue of color rendition. The purpose of a standard photographic neutral-density filter is to reduce the amount of light entering the lens. Doing so allows the photographer to select combinations of aperture, exposure time and sensor sensitivity which would otherwise produce overexposed pictures.

News Director - The News Director (ND) leads and manages the planning, production and presentation of news. The ND supervises the news department staff. The ND reports to the program director / general manager and works in cooperation with station leadership and staff to support the station mission.

News Producer - News producers may work in several different media, including print, radio, television and online news. These professionals primarily oversee both the editorial content of the news and how that news is produced and presented to the public. Job duties include writing news stories, selecting footage to include in broadcasts and reviewing sound bites in order to ensure smooth composition and flow of the news.

Non-Linear Editing - In digital video editing, non-linear editing (NLE) is a method that allows you to access any frame in a digital video clip regardless of sequence in the clip. NLE systems perform non-destructive editing on source material, meaning that the original footage is not affected by the editing process.

Nose Room - also known as lead room, is the space in front, and in the direction, of moving or stationary subjects. Well-composed shots leave space in the direction the subject is facing or moving.

O

OSHA - Occupational Safety and Health Administration, a federal agency of the United States that regulates workplace safety and health
Outline-

Over The Shoulder Shot - A camera shot over the first character's shoulder capturing the second character opposite them; commonly used to show a conversation from the first character's perspective.

P

Pan – Movement that turns the camera to the right or left

Parody - is a work created to imitate, make fun of, or comment on an original work, its subject, author, style, or some other target, by means of satiric or ironic imitation

PC- a compact computer that uses a microprocessor and is designed for individual use typically using a Windows Operating System
Peaking-

Pickup shot- a small, relatively minor shot filmed or recorded after the fact to augment footage already shot

Pinterest - a photo sharing website

Pirate/Pirating- is the illegal copying and distribution of movies in print, videos, DVDs or electronic files

Pitch –originators of a project seek an investment through an oral presentation

Plagiarism – Taking someone else’s work and presenting it as if it is one’s own

Playback Controls- reproducing sound or video recording, especially in order to check a recording newly made

Point of view- (POV) A camera angle in which the camera views what would be visible from a particular object's position

Prejudice- an unfavorable opinion or feeling formed beforehand or without knowledge, thought, or reason

Pre-production- Arrangements made before the start of filming. This can include script editing, set construction, location scouting, layout a production schedule, and casting

Producer- administrator of all budgetary and supervisory aspects of production from development to distribution

Product placement – An actor in a TV show or movie prominently holds a product with the label facing the camera

Production- In the movie industry, this term refers to the phase of movie making during which principal photography occurs. Popularly, however, "production" means the entire movie project.

Proof- A trial sheet of printed material that is made to be checked and corrected

Propaganda- information, especially of a biased or misleading nature, used to promote or publicize a particular political cause or point of view

Q

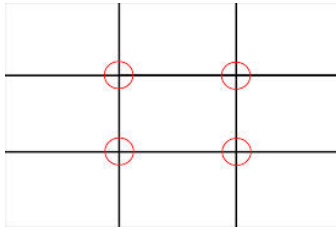
QuickTime- Apple’s multiplatform, multimedia technology for handling video, sound, animation, graphics, text, interactivity, and music

R

RCA Cable
Yellow-Composite video
Red and White-Stereo audio
Used to carry audio and video signals.



Rule of thirds - The guideline to follow when take a photo or shooting video that allows you to follow the screen into nine parts. Images should be placed along these lines or on the intersections to create the most visually interesting photo or video.



Ratings - Audience TV ratings are used to guide users on what is appropriate by age level and content.

D – suggestive dialogue
L – coarse or crude language
S – sexual situations
V – violence
FV – fantasy violence

Reflectors- Used to reflect light towards a given subject or area.

Reporter- A reporter researches, writes, and reports on information to present to an audience.

Resolution – describes the total number of pixels in an image, A measure of audio and video quality.

Rough cut- The first version of a video project

Romance- Genre of fiction that places its focus on relationships and love.

Rough cut -The rough cut is the first stage in which the film begins to morph into its final product. Rough cuts often do not flow well and still go under many changes before the film is finished.

S

Save- To store data to a file on a computer.

Scheduling- Scheduling on the set is done with a daily call sheet that is created by an assistant director to inform the cast and crew of a film production where and when they will report for work during filming.

Science Fiction- Genre of fiction where content is futuristic and often discusses science, technology, space or time travel and alien life forms.

Score- The film music that is made specifically to accompany a film.

Screenplay- The script of a movie

Script-The written text of a movie or broadcast

SD- Standard definition television.

SD card -Secure Digital Card is a small flash card that gives high capacity memory in a small size.



Sensationalized -Presenting information in a way that provokes interest and excitement.

Sensor Blower -Equipment cleaner.

Sequencing - A series of scenes that form a unit which is usually connected by location or time.

Shadows- Where light is obstructed by an object.

Shotgun- A directional microphone that picks up the most sound directly in front of it.



Skype - a telecommunications software product that provides video chat and voice calls from computers, tablets, and mobile devices via the Internet to other devices or telephones/smartphone

Slander – Saying something not true about someone that damages one’s reputation

Snapchat - a video messaging application where users can take and send photos, record videos, added text and drawings, to a controlled list of recipients. The recipient can only view the message for a set a time limit typically 1 to 10 seconds before it disappears

Social Media- communications tools that that allow people to create, share or exchange information, ideas, and pictures/videos in virtual communities and networks

Sole Proprietorship- is a type of business entity that is owned and run by one person and in which there is no legal distinction between the owner and the business. The owner is in direct control of all elements and is legally accountable for the finances of the business and this may include debts, loans, loss etc.

Sound FX (SFX) - Sounds added during post-production by the sound crew

Standalone microphone – A single microphone used for broadcast

Storyboard – a sequence of drawings that represents the shots planned for a video production

Subtitles – text on a video that allows viewers to read dialog or commentary

Sweeps - Sweeps rating periods (November, February, May and July) are used to measure and provide statistics on audience watching or listening habits. The most common method is the Nielsen diaries/ratings

Sweetening- Audio sweetening is a phrase for fine-tuning sound in post-production

Synchronization - When you synchronize audio to video, it refers to the relative timing of both audio and video during creation, post-production, transmission, reception and play-back processing

T

Talent Release- A document which gives permission for the video producers to photograph the talent and/or to use audio of that person's voice
Technical Director - (TD) is responsible for directing the technical aspects of newscasts and other productions including checking and switching between video sources, and taking responsibility for the on-air product, including camera shots and graphics

Teleprompter – a video device that displays a script directly in front of the camera allowing reporters and actors to read as they look in the camera

Television - A device that receives television signals and reproduces them on a screen. Televisions are mainly used to broadcast programs for entertainment, information, and education

T-form script- The format used to create a script

Tilt iris - Tilting the camera either up or down while adjusting the iris

Tones- "Bars and Tone" or SMPTE color bars is a television test pattern used where the NTSC video standard is utilized. They are used to set the proper levels for broadcast

Torrent- Downloading a file off a torrent link. This is normally from a person, not a server

Tracing - the type of shot when the subject and camera are moving parallel with each other

Tracking - A talent will track/voiceover a story, commercial

Trade Name - A name that has the status of a trademark. A name by which something is known in a particular trade or profession

Trademark -A symbol, word, or words legally registered or established by use as representing a company or product

Transfer- Transferring of files. This can be video from an SD card to computer, uploading video to a website or file sharing

Transitions - A transition is a technique used in the post-production process of video/film editing by which scenes or shots are combined by a transition. Most commonly this is through a normal cut to the next shot

Treatment - This is a process normally done in postproduction to enhance or give an effect(s) to a video or film

Tripod - a three-legged stand or support, used for a camera

Troubleshooting - to locate the cause of trouble and remove or treat it

Truck - a small wheeled platform, usually having a short boom, on which a camera can be mounted for making moving shots.

Tumblr - a microblogging platform and social networking website that lets you effortlessly share anything. Post text, photos, quotes, links, music, and videos from your browser, phone, desktop, email or wherever you happen to be.

TV News - broadcast journalism

Twitter - an online social networking service that enables users to send and read short 140-character messages called "tweets". Registered users can read and post tweets, but unregistered users can only read them.

U

Ultra HD - (very high resolution and picture quality) also known as Super Hi-Vision, Ultra HD television, UltraHD, UHDTV, or UHD) includes 4K UHD (2160p) and 8K UHD (4320p), which are two digital video formats.

Upload - the action or process of transferring data to another computer system.

V

Vimeo - a video-sharing website in which users can upload, share and view videos

Vine - A social media app where users post 7 second long videos, called vines, for others to see.

Viruses - computer code that is capable of copying itself and typically has a detrimental effect, such as corrupting the system or destroying data.

Voice over- A voice heard with moving images but not spoken out loud by any character who is physically part of the sequence shown on the screen.

Volts -

formally defined to be the difference of electric potential between two points of a conductor carrying a constant current of one ampere, when the power dissipated between these points is equal to one watt.

VU Meter - A volume unit meter or standard volume indicator is a device displaying a representation of the signal level in audio equipment

W

Wattage - power, as measured in watts. The amount of power required to operate an electrical appliance or device.

White balance - is the process of removing unrealistic color casts, so that objects which appear white in person are rendered white in your photo. Proper camera white balance has to take into account the "color temperature" of a light source, which refers to the relative warmth or coolness of white light.

Wide Shot - A shot that takes in most or all of the space of the scene in view whether a room or open space often filmed with wide angle lens

Windows - a computer operating system with a graphical user interface. (Trademark)

Windows Movie Maker - a freeware video editing software by Microsoft. It is a part of Windows Essentials software suite and offers the ability to create and edit videos as well as to publish them.

X

XD Card - Picture Card is an obsolete flash memory card format, used in older digital cameras made by Olympus and Fujifilm. No modern cameras use the format.

XLR Cable - are used in audio applications ranging from live shows to professional recording sessions. XLR cables have three pins and a circular connector. They are used to deliver balanced microphone and line-level signals over long distance and are used in audio applications ranging from live shows to professional recording sessions. XLR cables have three pins and a circular connector. They are used to deliver balanced microphone and line-level signals over long distances.

Y

YouTube - the name of a website on which users can post, view, or share videos. (Trademark)

Z

Zoom - to bring a subject, scene, etc., into closeup or cause it to recede into a long shot using a zoom lens and while maintaining focus.